AMENDMENTS TO THE ABSTRACT

Please substitute the following paragraph(s) for the abstract now appearing in the currently filed specification:

-- A method of secure electronic couponing is disclosed which includes a main server system, and a client system interconnected by a distributed computer network, such as the Internet. Coupon data and advertising data are encrypted to thereby reduce the likelihood that such data may be misused, such as by unauthorized duplication. In addition, the client system is identified by a device identification that is allocated and associated with device information collected from the user of the client system. The device information is indicative of one or more demographic characteristics of the user without being sufficiently personal to specifically identify the user, thus preserving privacy. An icon is provided which, when flashing, alerts the user to the fact that new coupons are available. --